



Please amend the claims to read as indicated in the following list of claims:

1. [Currently amended] A method of operating an on-line retailing operation for selling a plurality of print products to a plurality of retail and business customers, said print products supplied by at least one print merchant, said method comprising the steps of:

displaying a plurality of image items for on-line viewing by said retail customers at a content retailer web site operated by or for a content retailer, said plurality of image items being made available to said content retailer for public merchandizing at said content retailer web site by at least one third party content provider;

offering a direct service to business customers for generating and ordering print products out of their own content;

transacting orders of a first type between said retail customers and said content retailer for supply at least one print product based on said customers ordering at least one print product after viewing at least one of said image items at said content retailer web site, wherein the at least one print product includes at least one of said image items made available for merchandizing by said at least one third party content provider;

transacting orders of a second type between

(i) said content retailer and said print merchant for fulfillment of said first type order by said print merchant; and

(ii) said business customers and said print merchant for fulfillment of business customer orders by said print merchant; and

transacting an order of a third type between said print merchant and a print service provider for printing and shipping said at one print product to either said retail customers or said business customers on the basis of the print product ordered by the retail or business customer.

Claims 2 - 62. Cancelled.

63. [New] The method as claimed in claim 1, wherein said step of transacting an order of a first type comprises:

receiving a specification of said print products from said customer, said specification comprising data selected from the set including: media size; media type; number of copies; delivery name; delivery address; ink type.

64. [New] The method as claimed in claim 63, wherein said step of transacting an order of a first type comprises receiving a specification of said print products from a customer terminal, in the form of an electronically transmitted data file.

65. [New] The method as claimed in claim 1, wherein said step of transacting an order of a second type comprises the steps: sending an order to said print merchant, specifying details of said print products; and receiving confirmation of said order from said print merchant.

66. [New] The method as claimed in claim 65, wherein said step of sending an order to a said print merchant comprises sending said order in the form of an electronically transmitted data file.

67. [New] The method as claimed in claim 1, further comprising the step of: receiving a price data from said print merchant.

68. [New] The method as claimed in claim 1, further comprising the step of: obtaining an electronic image data describing a said image item; said electronic image data obtained via a communications network; and electronically sending said electronic image data to said print merchant.

69. [New] The method as claimed in claim 1, further comprising the step of: storing an electronic contract data describing a contract between a content retailer operation and a print merchant operation.

70. [New] The method as claimed in claim 69 wherein said contract defines a relationship between said content retailer operation and said print merchant operation in respect of at least one of the following parameters; a definition of a print product; a special discount available to a content retailer operation; a plurality of prices for said print products.

71. [New] The method as claimed in claim 89 comprising the step of calculating a price data according to said stored electronic contract.

72. [New] The method as claimed in claim 1, wherein said step of transacting an order of a second type with a said print merchant, comprises: itemizing separately, for each of a plurality of print service providers; a delivery price for delivery from said print service provider to a delivery address; and a print price, for printing at least one print product, defined in said second order type.

73. [New] The method as claimed in claim 1, wherein said step of transacting an order of a first type with said customer comprises: for each of a plurality of print products: displaying a print product price; and displaying a separately itemized delivery cost for delivery of said print product.

74. [New] An on-line image content retailer operation, said on-line image content retailer operation comprising computer entities capable of:

displaying a plurality of image items for remote viewing by a plurality of customer terminals, said plurality of image items being made available to said on-line content retailer for on-line public merchandizing by at least one third party content provider;

transacting orders of a first type for supply of print products with at least one said customer terminal, wherein the supply of print products includes at least one of said image items made available for merchandizing by said at least one third party content provider;

transacting orders of a second type with at least one print merchant for sourcing fulfillment of a said first type order;

transacting an order of a third type with said at least one third party content provider to allow reproduction of at least one of said image items made available for merchandizing by said at least one third party content provider; and

transacting orders of a fourth type between said at least one print merchant and at least one print service provider and in response to the second and third type orders for delivery of a print product ordered according to said first type order, said delivery being effected by the print service provider in response to the third type order placed by that at least one print merchant.

75. [New] The content retailer operation as claimed in claim 74, wherein said step of transacting orders of a second type include transfer of price information, in which a delivery price is itemized separately from a print price for printing a plurality of print products.

76. [New] The content retailer operation as claimed in claim 74, wherein said computer entity further operates to: store an electronic contract data defining a contract between said content retailer operation and said print merchant operation.

77. [New] The content retailer operation as claimed in claim 74 wherein said plurality of image items are made

available to said content retailer for public merchandizing by a plurality of third party content providers.

77. [New] A method of operating an on-line retailing operation for selling a plurality of print products to a plurality of retail customers, said print products supplied by at least one print merchant, said method comprising the steps of:

displaying a plurality of image items for on-line viewing by said retail customers at a content retailer web site operated by or for a content retailer, said plurality of image items being made available to said content retailer for public merchandizing at said content retailer web site by at least one third party content provider;

transacting orders of a first type between said retail customers and said content retailer for supply at least one print product based on said customers ordering at least one print product after viewing at least one of said image items at said content retailer web site, wherein the at least one print product includes at least one of said image items made available for merchandizing by said at least one third party content provider;

transacting orders of a second type between said content retailer and said print merchant for fulfillment of said first type order by said print merchant;

transacting orders of a third type with said at least one third party content provider to allow reproduction of said at least one print product based on said customers ordering at said content retailer web site; and

transacting an order of a fourth type between said print merchant and a print service provider for printing

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and shipping said at one print product to said retail customers on the basis of the print products ordered by the retail customers.